Appendix table 8-35.
Percentage of the public reading a newspaper every day, by selected characteristics: 1979–99 (selected years)

Characteristic	1979	1981	1985	1988	1990	1992	1995	1997	1999
				Percent					
All adults	60	62	61	53	57	56	47	46	41
Sex									
Male	63	64	66	52	63	63	52	49	44
Female	57	61	57	55	52	50	43	43	38
Formal education									
Less than high school	52	56	55	46	53	47	42	41	36
High school graduate	59	62	61	54	55	56	46	44	40
Baccalaureate degree	74	68	68	59	71	59	55	53	48
Graduate/professional degree	84	75	79	68	70	70	60	59	57
Attentiveness to science or technology[a]									
Attentive public	88	88	85	77	87	76	77	79	75
Interested public	56	59	55	51	54	53	41	38	35
Residual public	58	57	61	50	53	54	48	42	38
				Sample size					
All adults	1,635	1,631	2,005	2,041	2,033	1,004	2,006	2,000	1,882
Male	773	775	950	958	964	486	953	930	900
Female	862	856	1,054	1,084	1,070	533	1,053	1,070	982
Less than high school graduate	465	404	507	530	495	215	418	420	403
High school graduate	932	941	1,147	1,158	1,202	623	1,196	1,188	1,111
Baccalaureate and higher	238	282	349	353	336	203	392	392	368
Attentive public to science and technology[a]	154	208	235	233	229	105	195	288	216

[a]To be classified as attentive to a given policy area, an individual must indicate that he or she is "very interested" in that issue area, report that he or she is "very well informed" about it; and be a regular reader of a daily newspaper or relevant national magazine. Citizens who report that they are "very interested" in an issue area, but who do not think that they are "very well informed" about it, are classified as the "interested public." All other individuals are classified as members of the "residual public" for that issue area. The attentive public for science and technology combines the attentive public for new scientific discoveries and the attentive public for new inventions and technologies. Any individual who is not attentive to either of those issues but who is a member of the interested public for at least one of those issues is classified as a member of the interested public for science and technology. All other individuals are classified as members of the residual public for science and technology.

SOURCES: National Science Foundation, Division of Science Resource Studies (NSF/SRS), *NSF Survey of Public Attitudes Toward and Understanding of Science and Technology, 1999* (and earlier years). For a complete set of data from the survey, see J.D. Miller and L. Kimmel, Public Attitudes Toward Science and Technology, 1979–1999, Integrated Codebook (Chicago: International Center for the Advancement of Scientific Literacy, Chicago Academy of Sciences, 1999); and unpublished tabulations.

See figure 8-20 in Volume 1.